

Television Script

Date: 03/22/02 (Revised 4/10/02; 05/16/02)

Client: Centers for Medicare & Medicaid Services

Medium: Television "Preventive Services"

Length: :30 English

As Recorded: 07/11/02

Spot #: CMS-PSTV-E30

Spot consists of a montage of various shots that involve seniors in an active lifestyle.
An announcer voice over is heard throughout the spot.

Annrc VO: Medicare helps keep you healthy.

People who lead a healthy lifestyle, especially those who get regular physical activity, and maintain a healthy diet can reduce their risk of certain diseases.

Medicare covers the costs of screenings for breast and colon cancer, diabetes monitoring and annual eye exams for people at high risk for glaucoma.

Call Medicare toll-free at 1-800-MEDICARE (1-800-633-4227) for information about Preventive Services.

Medicare. Helping you help yourself.